

Making the healthcare system stronger is two and a half times more important as a priority for the upcoming federal budget than reducing the deficit.

Key Findings

1

MAKING OUR HEALTHCARE SYSTEM STRONGER IS RANKED AS THE MOST IMPORTANT PRIORITY

When asked to rank the top two areas they would like to see made a priority for the upcoming federal budget, the option most often ranked first was making our healthcare system stronger ([49%](#)), followed by reducing the deficit ([19%](#)), fighting climate change ([17%](#)), investing in infrastructure ([6%](#)) and creating jobs ([5%](#)).

2

CPC SLIGHTLY UP AS MOST TRUSTED TO RESPONSIBLY MANAGE GOVERNMENT FINANCES; LPC SLIGHTLY DOWN

Trust in the Conservative Party to responsibly manage the Government of Canada finances has increased by five percentage points since 2021 ([23%](#) in April 2021, [28%](#) in February 2023), while the trust in the Liberal party has decreased by six percentage points since 2021 ([28%](#) in April 2021, [22%](#) in February 2023). A little under one in four ([23%](#)) say they trust no one, consistent with the previous wave.

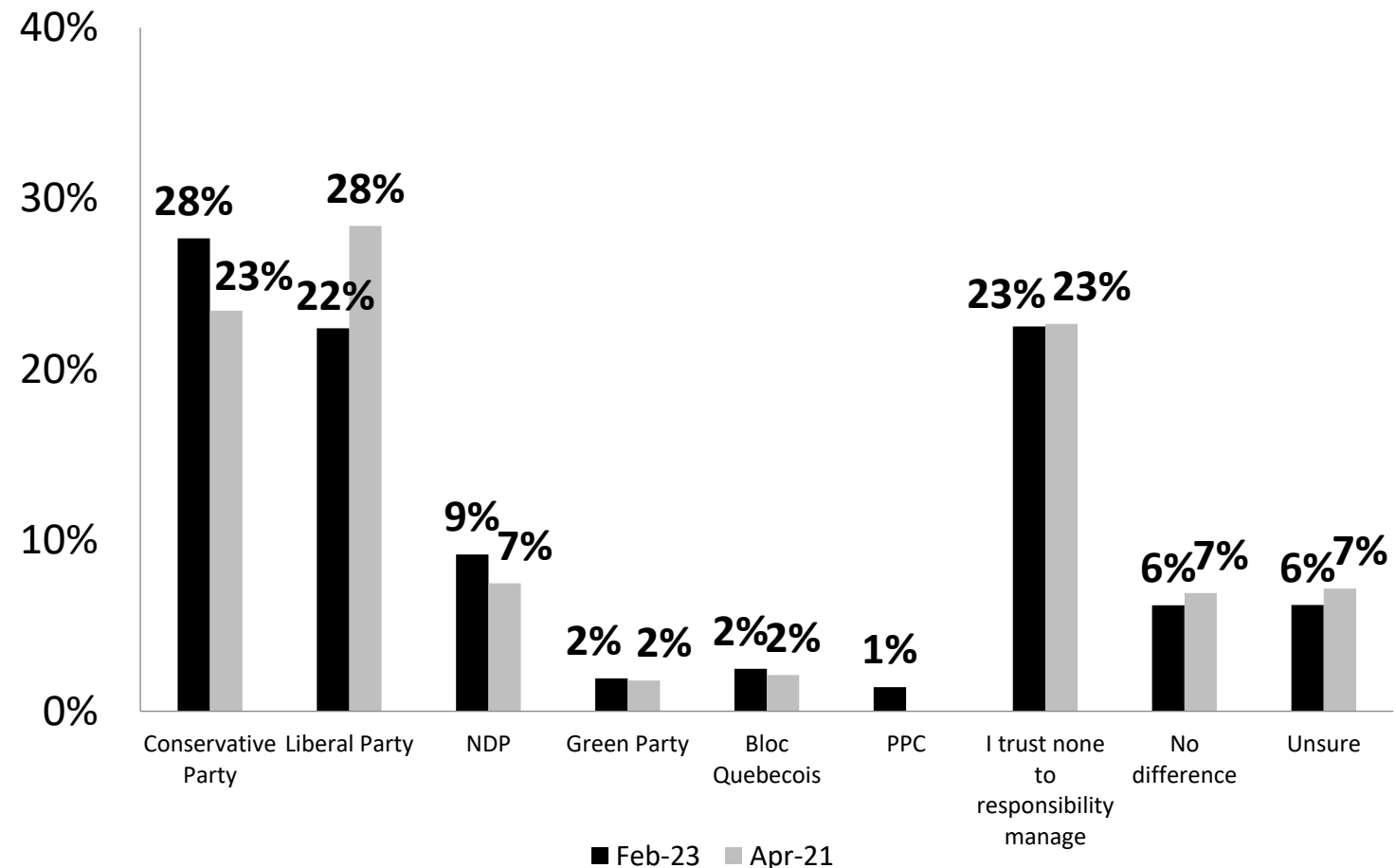
4

CANADIANS ARE MORE LIKELY TO SAY BALANCING THE BUDGET IS MORE IMPORTANT THAN RUNNING A DEFICIT

Under six in ten Canadians ([56%](#)) say that balancing the budget to ease the tax burden on Canadians is more important to them as a general public policy objective than running a deficit to invest in programs for Canadians ([35%](#)). Canadians from the Prairies are more likely to say balancing the budget is more important ([69%](#)) than Canadians from Ontario ([48%](#)).

Just under three in ten Canadians (28%) say they trust the Conservative party the most to manage the finances of the Government of Canada, which has increased by five percentage points since April 2021. They are followed by the Liberal Party (22%) as the most trusted party, who have fallen by six percentage points since April 2021, while just under one in four (23%) trust none to responsibly manage the finances of the Government of Canada.

Federal party most trusted to responsibly manage the finances of the Government of Canada



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Q – Which federal party do you trust the most to responsibly manage the finances of the Government of Canada? [RANDOMIZE]

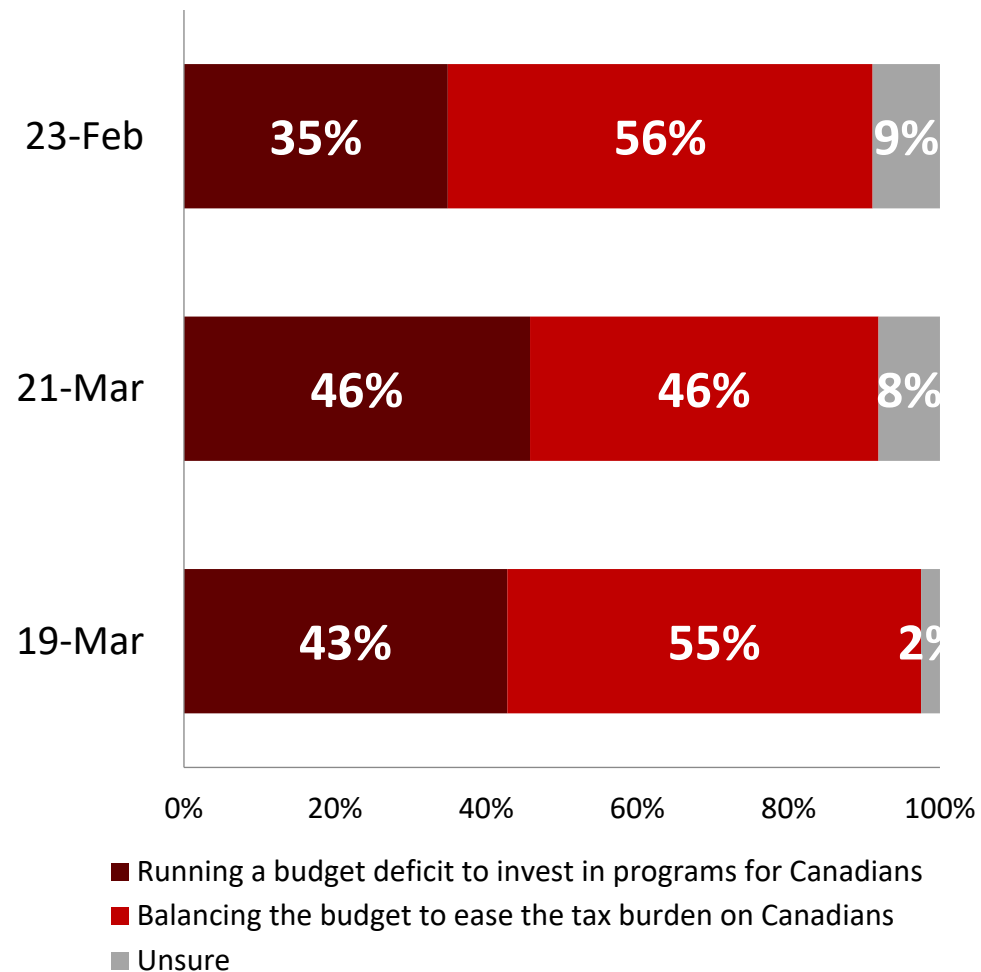
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Federal party most trusted to responsibly manage the finances of the Government of Canada

Q – Which federal party do you trust the most to responsibly manage the finances of the Government of Canada?
[RANDOMIZE]

	Canada (n=1012)	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	British Columbia (n=166)	Male (n=542)	Female (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
Conservative Party of Canada	27.7%	24.4%	21.3%	23.1%	43.8%	32.1%	35.7%	19.9%	26.0%	30.6%	26.5%
I trust none to responsibly manage	22.5%	20.9%	21.2%	23.0%	24.5%	21.7%	22.4%	22.6%	27.5%	19.5%	21.6%
Liberal Party of Canada	22.4%	34.2%	23.0%	25.8%	12.7%	18.4%	19.7%	25.1%	12.2%	23.2%	28.4%
New Democratic Party of Canada	9.2%	12.0%	7.8%	9.6%	9.1%	8.9%	6.7%	11.4%	15.2%	7.0%	6.9%
No difference	6.2%	5.0%	6.9%	8.1%	2.2%	5.4%	6.4%	6.1%	6.8%	7.0%	5.2%
Bloc Quebecois	2.5%	-	10.7%	-	-	-	2.8%	2.2%	1.8%	2.1%	3.3%
Green Party of Canada	1.9%	2.1%	-	3.1%	1.5%	2.4%	0.5%	3.3%	3.7%	1.4%	1.2%
People's Party of Canada	1.4%	-	1.3%	1.4%	0.9%	2.9%	1.9%	1.0%	0.9%	2.9%	0.5%
Unsure	6.2%	1.3%	7.7%	5.9%	5.3%	8.2%	4.0%	8.4%	5.9%	6.3%	6.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

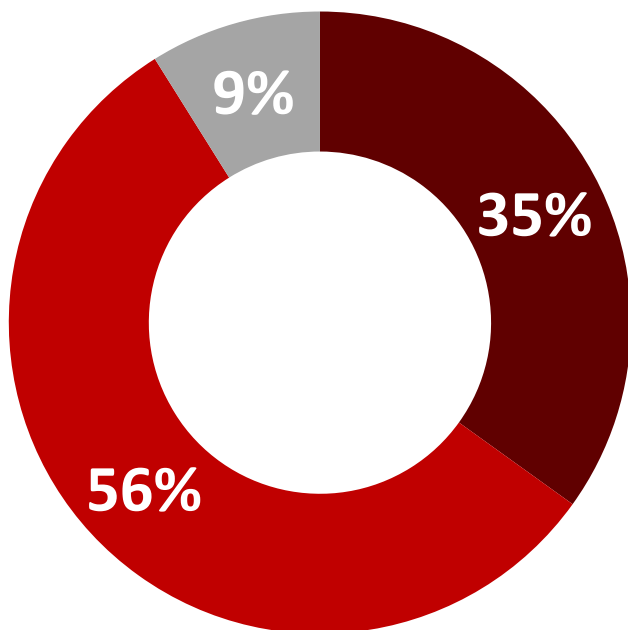
Public policy objectives for the budget

A majority of Canadians

now say that balancing the budget to ease the tax burden on Canadians (56%) is more important to them as a general public policy objective, which is a 10-point increase compared to the last wave in March 2021. Over one in three (35%) say running a deficit to invest in programs for Canadians is more important (down by 11 percentage points; 46% in March 2021, 25% in February 2023). Canadians from the prairies are more likely to say balancing the budget is more important (69%) than Canadians from Ontario (48%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q – What is more important to you as a general public policy objective, [ROTATE] running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?



■ Running a budget deficit to invest in programs for Canadians

■ Balancing the budget to ease the tax burden on Canadians

■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

The current public policy objectives for the budget by demographics

Running a budget deficit	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	31.8%	31.4%	41.5%	25.6%	35.9%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
Balancing the budget	33.5%	36.4%	32.5%	32.3%	38.6%
	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	53.5%	60.1%	47.7%	68.8%	58.5%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	60.2%	52.7%	53.4%	60.3%	54.7%

Q – What is more important to you as a general public policy objective, [ROTATE] running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Ranking priority areas for the upcoming federal budget

Q – Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2.

- > **Making our healthcare system stronger**
(49% first rank; 24% second rank)
- > **Reducing the deficit**
(19% first rank; 18% second rank)
- > **Fighting climate change**
(17% first rank; 20% second rank)
- > **Investing in infrastructure**
(6% first rank; 21% second rank)
- > **Creating jobs**
(5% first rank; 9% second rank)
- > **Other**
(3% first rank; 8% second rank)
- > **Unsure**
(2% first rank; <1% second rank)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding



Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1012 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on international political issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 26 th to March 1 st , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS



2019-2329 – Globe and Mail/Nanos Survey – February omni – Budget – STAT SHEET

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which federal party do you trust the most to responsibly manage the finances of the Government of Canada?	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Liberal Party of Canada	%	22.4	34.2	23.0	25.8	12.7	18.4	19.7	25.1		12.2	23.2	28.4
	Conservative Party of Canada	%	27.7	24.4	21.3	23.1	43.8	32.1	35.7	19.9		26.0	30.6	26.5
	New Democratic Party of Canada	%	9.2	12.0	7.8	9.6	9.1	8.9	6.7	11.4		15.2	7.0	6.9
	Green Party of Canada	%	1.9	2.1	0.0	3.1	1.5	2.4	0.5	3.3		3.7	1.4	1.2
	Bloc Quebecois	%	2.5	0.0	10.7	0.0	0.0	0.0	2.8	2.2		1.8	2.1	3.3
	People's Party of Canada	%	1.4	0.0	1.3	1.4	0.9	2.9	1.9	1.0		0.9	2.9	0.5
	No difference	%	6.2	5.0	6.9	8.1	2.2	5.4	6.4	6.1		6.8	7.0	5.2
	I trust none to responsibly manage	%	22.5	20.9	21.2	23.0	24.5	21.7	22.4	22.6		27.5	19.5	21.6
	Unsure	%	6.2	1.3	7.7	5.9	5.3	8.2	4.0	8.4		5.9	6.3	6.4

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What is more important to you as a general public policy objective, [ROTATE] running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Running a budget deficit to invest in programs for Canadians	%	34.9	31.8	31.4	41.5	25.6	35.9	33.5	36.4		32.5	32.3	38.6
	Balancing the budget to ease the tax burden on Canadians	%	56.2	53.5	60.1	47.7	68.8	58.5	60.2	52.7		53.4	60.3	54.7
	Unsure	%	8.9	14.6	8.5	10.8	5.6	5.6	6.3	10.9		14.1	7.4	6.7

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2019-2329 – Globe and Mail/Nanos Survey – February omni – Budget – STAT SHEET

Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2.

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 1	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Making our healthcare system stronger	%	48.9	62.4	48.2	49.3	44.2	48.3	39.7	57.9		51.1	47.4	48.7
	Fighting climate change	%	17.3	9.2	22.1	20.8	6.4	17.2	15.2	19.5		15.7	15.1	20.0
	Reducing the deficit	%	18.5	16.5	17.6	14.7	30.4	16.2	24.9	12.3		15.9	20.3	18.7
	Creating jobs	%	5.0	4.1	3.9	4.7	5.3	7.7	6.5	3.6		7.5	5.9	2.6
	Investing in infrastructure	%	5.6	4.3	4.5	5.7	7.7	5.2	8.5	2.7		6.0	5.8	5.1
	Other [specify below]	%	3.1	3.6	2.4	2.6	4.5	3.6	3.7	2.3		2.1	3.5	3.4
	Unsure	%	0.5	0.0	0.4	0.8	0.5	0.0	0.6	0.4		0.7	0.6	0.3
	Unsure	%	1.2	0.0	1.0	1.4	0.9	1.7	1.1	1.3		1.0	1.3	1.1

Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2.

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	994	92	233	296	212	161	534	455	5	154	369	471
		Wgt N	986	68	229	381	171	135	483	498	5	265	319	403
	Making our healthcare system stronger	%	24.1	11.6	22.8	25.9	23.2	28.8	24.7	23.8		20.2	23.5	27.1
	Fighting climate change	%	20.2	21.4	25.5	22.2	11.5	16.3	16.3	23.6		21.2	17.8	21.5
	Reducing the deficit	%	17.9	20.3	18.3	18.0	15.3	19.2	17.3	18.7		17.3	21.3	15.6
	Creating jobs	%	8.9	10.6	5.1	8.2	14.6	9.4	11.6	6.4		9.4	10.5	7.4
	Investing in infrastructure	%	21.0	29.8	21.2	17.5	25.5	20.4	23.8	18.3		26.7	17.4	20.1
	Other [specify below]	%	7.7	6.3	6.8	8.2	10.0	5.9	6.1	9.2		5.2	9.4	8.1
	Unsure	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.2

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